

## WAR WORK DRIVE ON THIS WEEK

Seven Welfare Agencies United in Nationwide Effort to Raise a Quarter Billion for Our Fighting Men's Benefit

By JESSIE B. PAYNE.

IN the union of seven service organizations combined for a United War Work campaign there is an appeal to every man, woman and child in the country, as these orders, long with the common aim of upkeep of morale of our fighting men, include the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council and Knights of Columbus, the War Camp Community Service, the Jewish Welfare Board, the American Library Association and the Salvation Army.

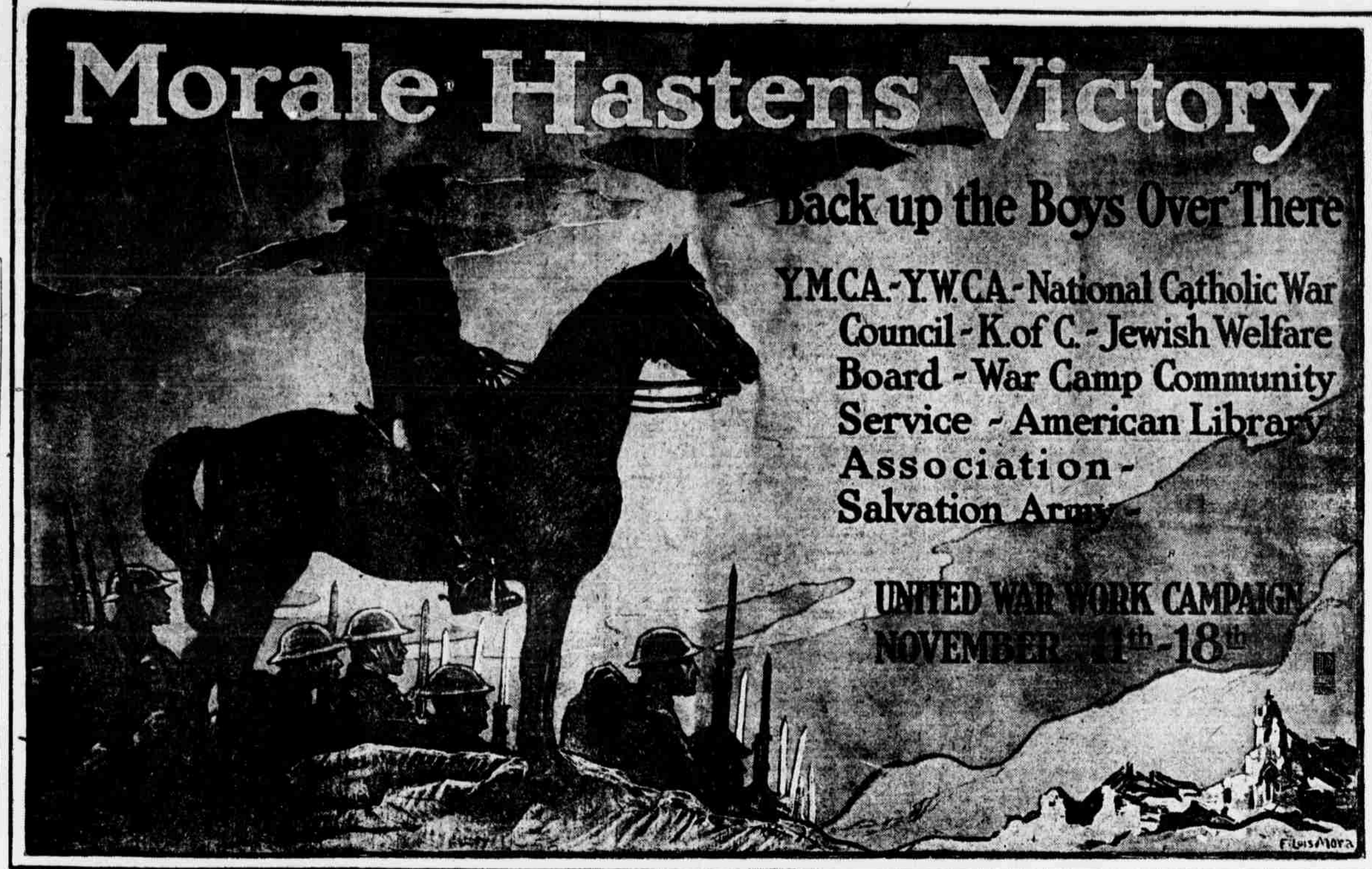
The many phases of their work have been before the public for some months until the hospitality extended in camp cities by the War Camp Community Service and the clubs and canteens established in the cantonments and the huts established overseas by the Y. M. C. A., the K. of C., the Jewish Welfare Board and the Salvation Army are fairly well understood. Also the Y. W. C. A. and National Catholic War Council work of creating hostess houses and visitors' houses in camps in this country, and the Y. W. C. A. hotels abroad for women war workers as well as the numbers of libraries containing altogether more than 3,500,000 books supplied by the American Library Association in our cantonments, on our troop transports and in base hospitals in France.

Few laymen realize, however, the vast expense that these undertakings entail. The civilian reads in a newspaper that the K. of C. dropped 20,000 packages of cigarettes down on the American forces from airplanes as our infantrymen and artillery pressed forward in their victorious squeeze at St. Mihiel recently.

"Good work!" says the civilian, as he turns a page and encounters a story of the Salvation Army lassies making pies and doughnuts with shells bursting near their improvised bakeries.

Practical Phases of the Drive.

"Listen here, Jane," he says, and reads aloud: "One day the lassies made 2,700 sugar cookies, another day 1,800 doughnuts, on the same day baking pies and cakes, all on one field range. What do you think of that, Jane?" "I think it takes a lot of sugar and flour and things, and I am glad they have them over there for our boys. Who pays for all that, Tom?" "Dunno," Tom replies, but the practical query of his spouse sets him thinking.



The Work Vital to the Morale of Army and Navy and a Mitigation of the Hardships of the Camps and the Trenches

distates the kind administrations of a "Y" man or whoever stands near— "The K. of C. men in turn try to meet the needs of the Catholic men, knowing as they do their religious habits of thought and the things their families wish most to know about them. But in case there is need among the wounded men to have letters written, etc., does a K. of C. secretary refrain from giving aid because the wounded happen not to be of his faith? Obviously and emphatically not.

Distinctive Lines of Service. So as far as possible the agencies of the various religious affiliations interpret the needs of their own people, but give aid wherever and whenever needed regardless of creed.

Many of the organizations have distinctive lines of service also which are not attempted by any of the others. The recreation centres of the Y. M. C. A., of which there are three besides the first and largest at Aix-les-Bains, serve as an example. Also the housing facilities provided for women war workers in France by the Y. W. C. A. form a very necessary work not attended to by any save the one agency.

Nor is the very cheering matter of books provided for except by the American Library Association. This work, so valued by the men in camps here and in huts and hospitals overseas, is among the most necessary of the morale creating forces. In periods of strain or inactivity the books and magazines offer an opportunity for respite that nothing else offers the soldiers' minds.

Then too there is an amazing demand, well supplied by the libraries, for technical books which will help in the big job of winning the war, and for books which will keep the men informed on their civilian occupations. No one who hasn't met the actual experience knows how welcome the sight of books is to a man who has been cut off from the world for months, just as no one knows what hot drinks or chocolate bars mean to a man in the trenches, except the man in the trenches.

Perhaps we will none of us know just how powerful is this indefinable force, morale, until after the war, when our vast army of better men come home, but we can understand that there is tremendous need for hospitality for our men in arms, and that each of the seven agencies is doing a splendid and necessary share of the great morale creating work. When we do thoroughly understand we will feel a myriad of soldier eyes, wistful yet same, watching our pens as we sign our checks for the United War Work Campaign agencies.

## LEADERS OF DRIVE FOR THOSE ON THE GREAT CRUSADE BOYS AND GIRLS OF 'V'

FOR the purpose of effecting the closest cooperation and economy of management among those seven organizations taking part in the campaign, as well as of raising the United War Work Fund, there has been set up a nationwide campaign machine.

At the head, under the chairmanship of Raymond B. Fiedick, is a national committee of eleven appointed by the Secretary of War, consisting of Dr. John R. Mott and George W. Perkins, representing the Y. M. C. A.; Mrs. Henry P. Davidson, wife of the head of the American Red Cross, representing the Young Women's Christian Association; James J. Phelan and John G. Agar, representing the National Catholic War Council (Knights of Columbus); Mortimer L. Schiff, representing the Jewish Welfare Board; ex-Ambassador Myron T. Herrick, representing the War Camp Community Service; Frank A. Vanderlip, representing the American Library Association, and George Gordon Battle, representing the Salvation Army; Cleveland H. Dodge as national treasurer; John D. Rockefeller, Jr., as chairman of the Greater New York campaign.

Dr. John R. Mott, head of the International Y. M. C. A., has been unanimously chosen director-general by the National Campaign Committee of Thirty-five, which consists of five representatives of each of the organizations represented in the drive, and was appointed by the committee of eleven.

Each of the six military departments of the United States has a United War Work campaign committee, on which all of the organizations named are represented. Under the military departments come State, district, county and local committees of volunteer workers who will give most of their time until November 11 and all of their time during that week to the huge task of collecting from the American people the greatest gift ever requested of a nation.

In the Red Cross drive last spring the goal was \$100,000,000 and the people of America subscribed \$175,000,000. If the United War Work campaign goes over the top in the same proportion it will produce, \$257,000,000. A contribution from every man, woman and child throughout the United States is desired. There has never been such a voluntary altruistic effort in the history of the world as the United War Work campaign.

War Campaign Facts.

THE UNITED WAR WORK CAMPAIGN begins to-morrow, Monday, November 11, and lasts one week, ending Monday, November 18.

The week has been designated by the President as the period in which the united appeal should be made. Seven organizations unite in it. They are the Young Men's Christian Association, Young Women's Christian Association, National Catholic War Council (Knights of Columbus), Jewish Welfare Board, War Camp Community Service, American Library Association and Salvation Army.

The sum originally asked for was \$175,000,000, but this will not be enough. The campaign must raise at least \$250,000,000 unless the work is to suffer.

What that work is, and what it is planned to be, the accompanying articles tell.

The amounts originally allotted to the seven organizations were as follows:

Young Men's Christian Association.....\$100,000,000

Young Women's Christian Association.....15,000,000

National Catholic War Council (Knights of Columbus).....30,000,000

Jewish Welfare Board.....3,500,000

War Camp Community Service.....15,000,000

American Library Association.....3,500,000

Salvation Army.....3,500,000

The campaign is nationwide.

## Welfare Work Cheers Lonely Americans in France. Affords Protection to Health and Morals, and Provides Opportunities for an Education

By STERLING HEILIG.

EVERY American in France is unutterably proud of the American soldier, his physique, his health, his discipline based on reasonableness, and his maintained effectiveness based on these things together. The army does what it must; its business is to maintain effective physically fit; and its latest figures show an advantage of five to one over urban civilian populations at home.

But suppose that there was nothing else? Suppose the welfare organizations were not doing what they are doing?

The grand thing about the Young Men's Christian Association, the Knights of Columbus, the Jewish Welfare Board, the Salvation Army and the Young Women's Christian Association is that they give the soldier moral occupation, and that they do it in a way so unselfish, easy going and free from cant that the soldiers feel at home and eat it up.

Whether it be sport, or opportunity to read, chat, play games or write home in clean, decent places which are bright, cozy, warm and comfortable; or whether it be to see clean shows, or join French classes, or hear talks on the beautiful old cities all around them, or to go in parties and visit these cities (when the boys become immediately tourists, formerly considered among the happiest of mortals), the facilities are so great and vital that it seems as if the organizations must always have existed for these essential needs of the army, and we cannot imagine the boys being here without them. Or, as Napoleon said of certain institutions, "If they had not existed, I should have been obliged to invent them!"

The mere letter writing impulse is wonderful. At one station the Y. M. C. A. uses over 2,000 envelopes on a single Sunday, and the envelope bill alone is 2,500 francs a month. At Tours the K. of C. club uses 20,000 sheets

of letter paper monthly, and has trebled its orders, while at a great replacement camp I hear that 60,000 sheets were consumed in a certain memorable four days.

In those long halls, packed with writing soldiers in the warmth and brightness of the evenings, the silence is portentous. Except for mysterious rustlings of busy pens you could hear a pin drop. What moral alchemy is going on in those pen whippers? If the boys' mothers, sisters, wives and sweethearts at home are half what they think they are, here is the anchor to hold the boys until they sail back by their stars.

For they will sail back. Thirteen out of fifteen will return, to be something different, necessarily, and greater and finer, we are sure, than when they came over on the great crusade.

Two millions of these men will, when they return, be the leaders of our political, business and social life. Whether right or wrong, it is coming to them. It will be different from after the civil war, when it was sufficient that a man had fought in the army simply. I believe that when the boys go back it will be seen (and they themselves will see) that they are leaders not only because they were here but because they are qualified to be leaders.

Most of them are around twenty-five years of age, very impressionable period of life. It is of the greatest importance that they not only do not lose their ideals but do not acquire ideas which are not ours. And the welfare workers, as one has well said, are the guardians of the treasure.

American Shows Stir Them.

I have just obtained illuminating information on the subject in conversations with two regional or local secretaries. One is J. W. Kirgan of Cincinnati, an insurance man and a college man before that, Y. M. C. A. secretary at Tours. The other is Arthur Lord of Paris, for thirty years a prominent figure in the American colony, grandson of the founder of Lord & Taylor, and to-day the K. of C. division secretary at Tours. Both are business men in a large way.

Have you any idea what their clubs

## Word From Cardinal Gibbons.

JAMES CARDINAL GIBBONS issued the following strong indorsement of the United War Work Campaign yesterday:

"Into this splendid work of sustaining the morale of our fighting men, of making them realize that we, their loved ones, are verily with them, the seven great social organizations of America have thrown themselves generously. Their work is of a single character, the recreational work for the men of our army and navy. All these seven organizations now stand upon one platform—that of providing recreation, entertainment and home comfort for our troops. From that common platform, all, together with one voice will make a single appeal to the American people."

Two of the United War Work Campaign posters already placarding the city have aroused special curiosity and interest. With them every one is familiar. By a fighter poised in bayonet action is displayed a boy standing with his hand on his shoulder. Above runs the slogan, "A Million Boys Behind a Million Fighters." Its companion poster is that of a girl in a rowboat pulling strongly at her oars, with the slogan, "Every Girl Pulling for Victory—Victory Girls, United War Work Campaign."

These Victory posters do not denote another organization linked up with the United "We Seven" represented in the United War Work Campaign in the sense that the Victory Boys and Victory Girls are to receive money from the United fund of \$175,000,000. On the contrary, Victory Boys and Victory Girls are a national mobilization of the boys and girls of the country to "earn and give" and support the united seven.

There is much in this Victory or Echo and Give Division of the Greater New York United War Work Campaign to enlist the active hearty support and cooperation of the public. Chief among its rules is the stipulation that no boy or girl enlisted under the banner can solicit funds or donations on the street or anywhere else from the public.

While the ruling is unique in connection with war drives or money raising campaigns, it is believed that to be thrown entirely upon their own resources to "earn and give" will prove a more constructive form of patriotism for boys and girls than to make them dependent on the whims of the generosity for their quota. Healthy, active, hustling on their own initiative, which is characteristic of every American boy and girl, at once appeals to them as a

personal contribution to our men overseas.

When each Victory boy or girl enrolls he or she is given the membership pledge which reads: "I hereby agree to 'earn and give' the sum of ——— dollars." Payment can be made in three installments—December 2, January 3 and March 1. The pledge carries the note that money must be collected from others in payment of this pledge."

Although on the payment of 2 cents a week young children down to the age of 2 years may join a Victory Junior Division enrolment in the Victory Boys and Victory Girls is open to all boys and girls under 20 years of age. In fact the boys of 15 to 19 have been particularly straggled.

For them the "V" is used not alone to denote Victory but another "V"—\$3. To encourage them a special booklet, "What Will \$3 Do?" shows how that amount will bring comfort and cheer to the United seven organizations to one fighter for five weeks. Pledges of any amount not less than \$1 will be accepted.

On enrolment each Victory member is given a service poster to be used for home window display. Under an American eagle with outspread wings, the symbol of the Victory campaign, it reads: "A boy from this home has enrolled in the Victory Boys to earn and give to make our fighters fit. United War Work Campaign." Buttons are also given as an honor sign that the Victory pledge has been taken.

200,000 Boys Represented.

In addition to a booklet, "Ways to Earn," a list of suggestions has been compiled by George Hall of the Child Labor Committee, both for the exclusive use of Victory members.

At the Manhattan Opera House mobilization meeting of the Victory Boys prior to the opening of the campaign.

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